

IN THE CLAIMS

1 (currently amended). A promotion issuing system having fraud preventative measures, comprising:

a first computer connected to a network, the first computer having a memory;

at least one additional computer connected to the network, the at least one additional
5 computer having a memory; and

a first process that resides in the first memory of the first computer with instructions
to:

(a) distribute a promotion on the network;

(b) identify the downloading of the promotion by the at least one
10 additional computer and associate a first data structure with the
promotion;

(c) allow the at least one additional computer to download the
promotion, if security software residing on the at least one additional
computer has not detected the first data structure more than once;
15 [[and]]

(d) terminate any further attempts by the at least one additional computer
to download the promotion any additional times;

(e) associate a second data structure with the promotion and display a symbol of the data structure on the promotion if the promotion is printed; and

20

(f) communicate a copy of the second data structure to a clearinghouse that can compare the copy to the symbol on the promotion.

a1 2(canceled). The system of claim 1 further comprising an additional process residing in the memory of the at least one additional computer.

3(currently amended). The system of claim 1 [[2]] wherein the ~~additional process~~ security software has instructions to record a ~~unique identifier~~ first data structure associated with the promotion about the promotion, and communicate with the first process in the determination to allow the download if the ~~unique identifier~~ first data structure has been recorded and to

5 terminate the download if the ~~unique identifier~~ first data structure has been recorded any additional times.

4(currently amended). The system of claim 1 [[2]], wherein the [[additional process]] security software has instructions to:

identify the at least one additional computer each time the at least one additional computer attempts to download the promotion,

5

allow the at least one additional computer to download the promotion if it has been identified once, and

terminate any additional downloads if the at least one additional computer has been identified more than once.

5(currently amended). The system of claim 1 ~~further comprising a~~ wherein the first data structure is stored in the memory of the first computer, and a copy of the first data structure is stored in the at least one additional computer.

6(currently amended). The system of claim 5 wherein the first computer is adapted to allow the at least one additional computer to download the promotion and record the copy of the first data structure, and terminate any further download attempts made by the at least one additional computer if the first data structure is recorded in the memory of the first computer any additional times.

5

7(currently amended). The system of claim 1 [[wherein]] further comprising a device coupled to the first computer and the at least one additional computer, the device being adapted to disallow more than one download of the promotion by the at least one additional computer.

8(currently amended). A method of managing on-line promotions and preventing fraudulent us of the promotions, comprising:

using a first computer to distribute a plurality of promotions on a network, wherein the promotions are adapted to be downloaded by a plurality of computers,

5 tracking each of the plurality of promotions that are downloaded on one or more of the plurality of computers, by providing a front end security measure using a first data structure and providing a back end security measure using a second data structure associated with each the promotions, [[and]]

21

10 identifying and terminating attempts to download any one of the plurality of promotions more than once on any one of the plurality of computers, by tracking the first data structure, and

identifying and terminating attempts at redeeming fraudulently copy of any of the promotions by tracking the second data structure.

9(original). The method of claim 8, wherein the plurality of promotions are available to one or more of a plurality of network locations.

10(original). The method of claim 9 wherein the network locations are web sites.

11(currently amended). The method of claim 9 wherein the first data structure of each of the plurality of promotions [[are]] is tracked by security software ~~a process~~ that resides on each of the one or more of the plurality of computers.

12(currently amended). The method of claim 11 further comprising storing ~~a unique identifier~~ the first data structure associated ~~[[to]]~~ with each of the plurality of promotions on the first computer, and additionally storing the ~~unique identifier~~ first data structure in the security software process.

al
5 13(currently amended). The method of claim 12 wherein identifying and terminating attempts to download the promotion more than once, further comprises allowing any one of the plurality of computers to download any one of the plurality of promotions if the process security software matches its ~~identifier~~ stored first data structure with the ~~identifier~~ stored first data structure in the first computer, and disallowing any one of the computers to download any one of the promotions if the process security software matches its ~~identifier~~ first data structure with the ~~identifier~~ first data structure in the first computer any additional times.

14(currently amended). The method of claim 11 further ~~[[comprises]]~~ comprising using the process security software to identify components of each of the plurality of computers, and storing data corresponding to the components in the process security software and on the first computer.

15(original). The method of claim 14 wherein identifying and terminating attempts to download the promotion more than once, further comprises allowing any one of the plurality of computers to download any one of the plurality of promotions if the data corresponding to the components matches with the data corresponding to the components on the first

5 computer, and disallowing any one of the computers to download any one of the promotions if the data corresponding to the components matches with the data corresponding to the components on the first computer any additional times.

16(currently amended). The method of claim 9 wherein each of the plurality of promotions is tracked by a cookie [[file]] that resides on one or more of the plurality of computers.

21
17(original). The methods of claim 9 wherein each of the plurality of promotions is tracked by a device coupled to the first computer and to each of the plurality of computers.

18(original). The method of claim 9 further comprising limiting the duration that the promotion can be validly downloaded by one of more of the plurality of computers.

19(currently amended). The method of claim 9 wherein ~~further comprising~~ associating the second data structure ~~a second identifier~~ with each of the plurality of promotions, ~~determining~~ helps to determine if there exists a copy of any one of the plurality of promotions and ~~disallowing~~ to disallow the copy to be redeemed.

20(currently amended). A method of preventing abusive use of an on-line promotion, comprising:

providing the promotion with a unique identifier in the form of a data structure stored on a computer of a user attempting to download the promotion,

5 distributing security software to a computer that is attempting to download the promotion,

using the security software to record the identifier,

denying a download if the security software has recorded the identifier [[moer]] more than once,

10 optionally printing the promotion if the download has not been denied, [[and]]

providing the printed promotion with a second unique identifier that is printed on the promotion,

providing a promotion clearing house with a copy of the second unique identifier,

15 checking the printed promotion for copying, by comparing the unique printed identifier on the promotion with the copy of the unique printed identifier, and

denying redemption of the promotion if the copy of the second unique identifier has already been successfully compared with the second unique identifier from a different promotion.